

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION  
VOLUME 8, NUMBER 8  
AUGUST 1996 • \$4.50

INSIDE

## First Soil Labs Certified

Brookside Laboratories and Thomas Turf Services beat others out of the block ..... 15

## Personnel Perspectives

*Golf Course News* begins a new monthly column from management consultant Vince Alfonso Jr. .... 57

## Georgia aquifer off limits

By HAL PHILLIPS

BRUNSWICK, Ga. — Salt water is invading the Floridan Aquifer, the primary source of drinking water for the state's southeastern region, the Hilton Head area of South Carolina and Jacksonville, Fla.

If a Georgia Department of Natural Resources (DNR) proposal gains approval, new golf course developments here in coastal Georgia will no longer be allowed use of the Floridan. Further, the DNR has warned existing golf courses now utilizing the aquifer that other irrigation options should be explored.

"We will be talking to

Continued on page 49

## Court backs club's right to privacy

By PETER BLAIS

CHICAGO — The recent Chicago Club court ruling reaffirming the exempt status of private clubs from certain federal employment provisions is a victory for the club industry, but should serve as a warning that clubs, including golf clubs, must be prepared to defend themselves against discrimination charges.

"There are groups out there willing to litigate and the private club industry needs to be ready," noted James Singerling, executive director of the Club Managers Association of America, adding that The

Continued on page 58



A NATIONAL BUSINESS CONFERENCE AND EXPO FOR SUPERINTENDENTS, OWNERS, MANAGERS, AND DEVELOPERS OF PUBLIC-ACCESS GOLF FACILITIES  
OCTOBER • 27-29 • 1996



Peter Jacobsen

## Jacobsen to keynote Public Golf Forum

By HAL PHILLIPS

CHICAGO — Touring professional and course designer Peter Jacobsen will keynote the Public Golf Forum here at the Lincolnshire Marriott on Oct. 28. Sponsored by *Golf Course News*, the Forum is the only national conference and trade show specifically serving superintendents, owners, managers and developers of public-access golf courses.

Jacobsen/Hardie Golf Design, a joint venture with Houston-based golf course architect Jim Hardie, has specialized in the development of public-access

courses. All four of Jacobsen/Hardie's finished products, in addition to five under construction, are open to public play. At the Forum, Jacobsen's keynote address will explain why the public-access market continues to dominate not only his firm's attention but the nation's golf course development market, as well. During his keynote, Jacobsen will also discuss life on tour and take questions from the audience.

A six-time tour winner, including back-to-back victories at Pebble Beach

Continued on page 37



### A CUB'S-EYE VIEW

A curious Cub Scout inspects a birdhouse during a trip down the Blue Bird Trail at Glynn's Creek Golf Course in Long Grove, Iowa. Glynn's Creek provides great examples of environmental activism and community outreach. For story, see page 15.

### COURSE MAINTENANCE

Greg Norman's GN-1 Bermudagrass to debut ..... 15  
Focus on Kingsmill's Ken Giedd ..... 16  
Nebraska's Shearman on NTEP trials ..... 28

### COURSE DEVELOPMENT

Rathert renovates Idaho's Avondale CC ..... 41  
Hurdzan sails into Australian market ..... 43  
Nicklaus and Dye field questions ..... 44-45

### COURSE MANAGEMENT

Legends Group looks beyond Myrtle Beach ..... 53  
NGF announces internet conference speakers ..... 54  
IGM growing in Southeast ..... 55

### SUPPLIER BUSINESS

BacMan label amended ..... 59  
Scotts pushes 'gene-gunned' grass ..... 60  
New products enter the marketplace ..... 65-66



### NUGENT'S HARBORSIDE HONORED

The American Academy of Environmental Engineering (AAEE) has awarded Harborside International Golf Center — a 36-hole development built on a former landfill in Chicago — its 1996 award for Superior Achievement in Environmental Engineering. The AAEE honor is but one of several earned by Harborside, designed Long Grove, Ill.-based architect Dick Nugent who will present a case study of the Harborside project at The Public Golf Forum in October. For details on the Forum and Harborside's growing list of accolades, see page 38.

## Irrigation solves biological application problems?

By MARK LESLIE

EAST LANSING, Mich. — Sparkling results despite horrid weather and soil conditions have researchers and golf course superintendents predicting a bright future for once-disparaged biological-control agents.

"We're right at the beginning of what should be a fairly long road to biological control," said Dr. Joseph Vargas of Michigan State University here. "At least we have the key to open the door. That key is a means of frequent application."

The frequency provider to which Vargas refers is BioJect, a sort of on-site brewery for disease-suppressive bacteria manufactured by EcoSoil Systems of San

H<sub>2</sub>O REPORT:  
IRRIGATION &  
PUMPING STATIONS,  
SEE PAGES 32-35

Diego, Calif. Because it is connected to a course's irrigation system, the 175-gallon BioJect "bioreactor" can deliver the bacteria — like Vargas' *Pseudomonas aureofaceans* — to the turfgrass daily. Thus it

overcomes the major roadblock to effectiveness of the biological-control agents: the need for frequent application to build up a population in the soil. Until now, the only method of applying *Pseudomonas aureofaceans* was by mixing dormant bacteria from a bottle into a spray wagon.

When Vargas discovered *Pseudomonas*, a broad-spectrum, general-contact fungicide, and tried applying it once a week, or

Continued on page 35



# Marketing track touches all bases at Public Golf Forum

By PETER BLAIS

**C**HICAGO — With more new courses opening every year, owners and operators must find new and inventive ways to attract golfers to their facilities. That's why marketing is expected to be one of the most popular tracks at the 1996 Public Golf Forum scheduled for Oct. 27-29, here at the Marriott-Lincolnshie Hotel.

Sponsored by *Golf Course News*, this national event will draw owners, managers and superintendents of public-access golf courses seeking better ways to manage their courses from a nationally acclaimed line-up of guest speakers.

Recent news that rounds were finally heading in the right direction — up 5.5 percent in 1995 according to the National Golf Foundation — was welcome news to an industry that has seen demand remain stagnant while the supply of courses has increased dramatically in recent years.

"There hasn't been any material change in rounds played, though we have been adding 2 or 3 percent each year to the course supply," NGF President Dr. Joseph

Beditz said of the pre-1995 statistics.

Courses that have survived and prospered are those that have done the best job of selling their facilities to the golfing public. Among the speakers who will instruct attendees how best to do that are former National Golf Course Owners Association President Vince Alfonso; professional golf photographer Mike Klemme, president of Golfoto Inc.; Mike Petty, president of Communication Links, a public relations firm; Laurence Hirsh, president of Golf Property Analysts and past president of the Society of Golf Appraisers; Dave Richards, president of Golf Marketing Services; Paul Beachnau, executive director of the Gaylord (Mich.) Golf Mecca; and Peter Hill and Rich Katz, chief executive officer and director of sales and marketing, respectively, with Billy Casper Golf Management.

Alfonso, president of Alfonso Creative Golf Enterprises Inc., will kick off the marketing track on the morning of Monday, Oct. 28, with a session titled *Turning on to TV and Radio*. Following Alfonso on the first day schedule are:

- Klemme, whose work has appeared

in numerous national consumer and trade golf publications, will speak on *Using Photography to Sell Your Course*.

- Petty, whose Scottsdale, Ariz., PR firm represents some of the top courses in that part of the country, will give a talk on *Making Public and Community Relations a Marketing Advantage*.

- Hirsh, who has appraised golf courses throughout the United States, will discuss *10 Ways to Upscale Your Course*.

The second day will begin with a general session on customer service. Following lunch and the exhibitors' floor show, the marketing track will resume with:

- Richards, known for his expertise in destination marketing, will discuss *Non-Traditional Marketing Techniques*.

- Beachnau, who oversees the marketing of 21 courses and a \$200,000 promotional budget for Gaylord-area facilities, will give a talk entitled *Group Marketing: More Together Than We Are Alone*.

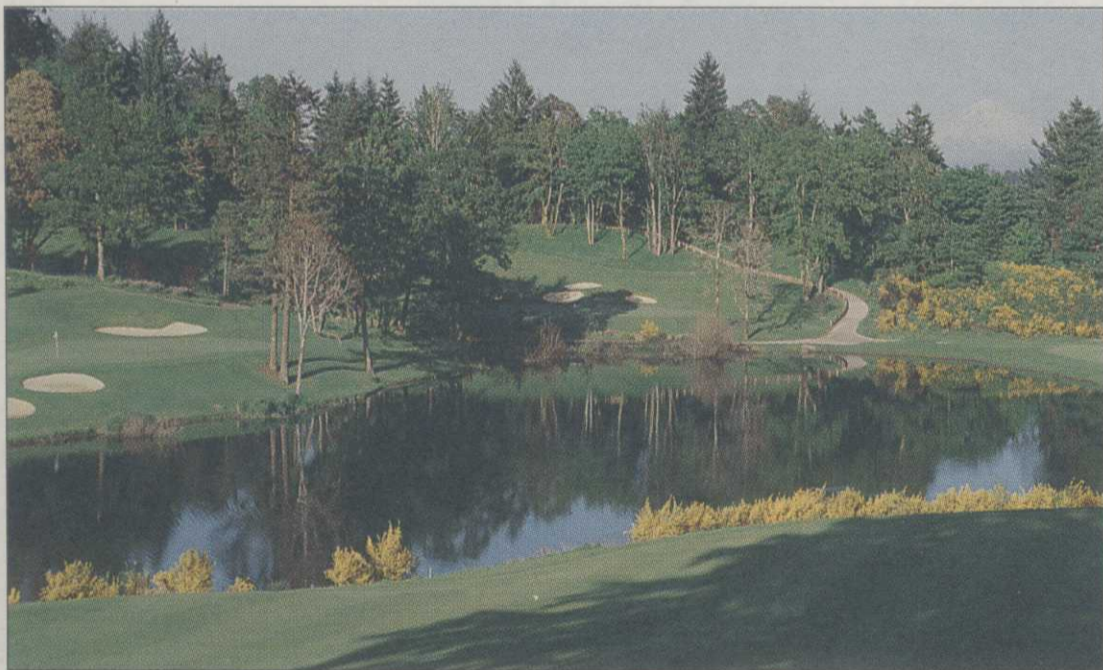
- Hill and Katz, who together head one of the most-respected management companies in the country, will talk on *Bartering: The Cash Flow Lifesaver*.



## PUBLIC GOLF FORUM

A NATIONAL BUSINESS CONFERENCE AND EXPO FOR SUPERINTENDENTS, OWNERS, MANAGERS, AND DEVELOPERS OF PUBLIC-ACCESS GOLF FACILITIES  
OCTOBER • 27 • 29 • 1996

- For a preview of the Maintenance program, turn to **page 39**.
- Architect Dick Nugent has earned national honors for his golf course development atop a Chicago landfill. He'll offer a case study of the project at the Forum. See **page 38**.
- Keith Foster has made a name for himself in the municipal market, taking unorthodox sites and developing award-winning courses. He'll speak on the subject in Chicago. See **page 3**.



The 6th and 7th greens at Jacobsen/Hardie-designed Oregon Golf Club in West Linn, Ore.

## Jacobsen to keynote Forum

Continued from page 1

and Torrey Pines in 1995, Jacobsen is one of the PGA Tour's most versatile, affable characters. Not many pros, for example, have competed for the Ryder Cup, authored best-selling books ("Buried Lies") and played lead guitar for Jake Trout and the Flounders, a group that used to perform at PGA Tour events.

Despite his strongest play in years — he finished 7th on the 1995 PGA Tour money list with two victories, two seconds and third — Jacobsen has stepped up design schedule this year. Portland, Ore.-based Jacobsen/Hardie Design has five projects in the works: the 27-hole Cypress Ridge development near San Luis Obispo, Calif.; The Oaks, an 18-hole project under construction near Sacramento; Fox Hills, an 18-hole course in Los Banos, Calif.; an still-to-be named 18-hole project in Mendocino, Calif.; and a 36-hole project in Houston.

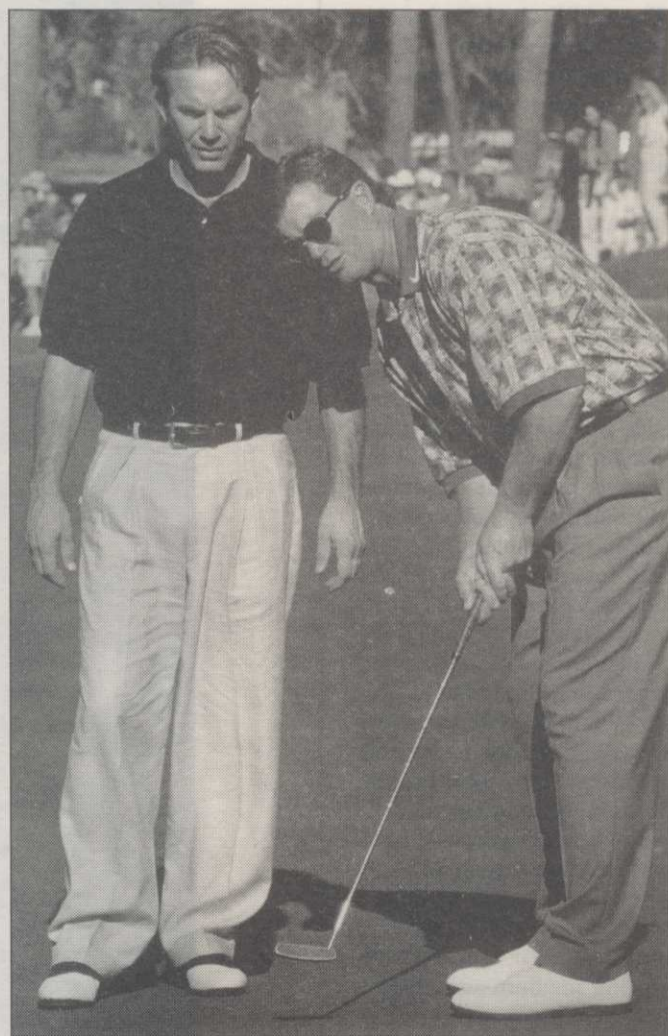
Jacobsen is also responsible for a quartet of finished products now garnering acclaim in the Pacific Northwest: Oregon Golf Club in West Linn, Genoa Lakes in Lake Tahoe, Creekside in Salem, Ore., and Eagle Point in Medford, Ore. Oregon GC has received considerable praise while Genoa Lakes was named 1994's third best public course, according to *Golf Digest*.

Like Genoa Lakes, all Jacobsen/Hardie Design projects — those in planning, under construction and open for play — are public-access.

"We couldn't be happier to have Peter keynote The Public Golf Forum," said *Golf Course News* Publisher Charles von Brecht. "Peter's a star on the rise in the design field and it's gratifying to see he has displayed such a commitment to public-access golf. Further, I can't think of a more witty, interesting speaker in golf today."

Jacobsen's commitment to affordable, accessible golf is also good business, as the U.S. golf course market has been dominated by public-access development since 1990. Of the 2,000-plus courses which have opened for play during this decade, an astounding 80 percent have been either daily-fee, municipal or resort. Public-access facilities now account for more than two-thirds of the nation's 15,000 golf courses.

By sponsoring the Public Golf Forum, *Golf Course News* has also shown its commitment to the increasingly competitive public-access market. With record numbers of daily-fee, municipal and resort courses openings each year, only sophisticated operations that emphasize customer service, manage efficiently, market aggressively and maintain for quality will thrive. The application of these sound business principles to public-access course operations will dominate the four-track education conference at The Public Golf Forum.



### JACOBSEN ON THE SILVER SCREEN?

Actor Kevin Costner (left) pays close attention to the putting stroke of Peter Jacobsen during filming of the movie "Tin Cup," which opens at theatres nationwide on Aug. 9. Jacobsen is one of several PGA Tour professionals who helped tutor Costner and also made cameo appearances in the film. The film, which also stars Don Johnson, Renee Russo and Cheech Marin, follows the fortunes of Roy "Tin Cup" McAvoy (Costner), a gifted golfer spinning his wheels at a West Texas driving range. In an attempt to gain professional redemption, not to mention "the girl," McAvoy qualifies for the U.S. Open and embarks on his own "Cinderella story." The film was shot in Houston at Deerwood and Kingwood country clubs, and in Tuscon at Tubac and La Paloma country clubs.

With Marketing, Management, Maintenance and Development programs designed specifically for owners, managers, superintendents and developers of public-access facilities, The

Forum will provide attendees the edge they need.

For information on attending or exhibiting at the Forum, contact the Golf Course News Conference Group at 207-846-0600.